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PROFESSIONAL MANAGEMENT CULTURE OF THE HEAD OF THE EDUCATIONAL INSTITUTION

Any activity, including management, is implemented in the form of a set of specific methods. The most important element of the management system are methods.

One essence: cultural management.

Cultural management is divided into two levels, namely, internal cultural management and external cultural management. Internal cultural management needs to solve the problem of internal values unity; External cultural management is to solve the problem of external cultural identity.

Most merged, merged and restructured educational institutions will face the problem of cultural integration, which is actually to solve the contradiction between values conflict. If the head of an educational institution can form the same core values among the teachers and staff within the institution, it will be easy for the educational institution to reach a consensus on decision-making, thus forming a strong synergy.

Once the contradiction of internal cultural management is solved, the enterprise will face the problem of external cultural management. Many transnational educational institutions are not acclimatized because their original management ideas

and cultural background collide with the local culture and fail to integrate. In order to solve this problem, we must study the characteristic culture of the host country, location and industry, and use talent localization to realize the localization of educational institutions, and finally integrate into the local culture.

The second essence: self-cultivation.

Confucianism advocates group orientation and the supremacy of ethics, thus emphasizing the life goal of "managing the world and benefiting the people". Specifically, within educational institutions, group orientation is embodied in the "harmony" between employees, the "benevolence" of the head of educational institutions to employees, and the "righteousness" of educational institutions to society. The staff of educational institutions emphasize team spirit, take harmony as the foundation, treat people with sincerity. Educational institutions, on the other hand, should be "humane" to their employees, emphasizing the people-oriented approach. Educational institutions should be "righteous" and dedicated to society.

The third essence: system management.

Han Fei wrote in Employing People: "If you can go to the wise and skillful, and keep the humble, then you can do your best and become famous." This means that whatever you do, you need to rely on an objective standard, not on subjective judgment. In fact, this provides a basis for institutionalized and standardized management. New Oriental education institutions management concept of "qualification and virtual profits method is feed mechanism and reasonable evaluation system of cadres, orderly and efficient", "the purpose of monitoring are included in the standardization management itself, and it is the need of effective and efficient service of business" and "templates is a magic weapon of all employees to quickly manage progress", etc. What reflects is the demand of institutionalization and standardized management. Under such institutionalized and standardized management, educational institutions are striding forward.

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MANAGEMENT ACTIVITIES IN GENERAL EDUCATIONAL INSTITUTION

The urgency of the topic is due to the need for further development of theory and practice of management of socio-pedagogical systems in the information society in the context of the tasks facing the education system. At the present stage of development of general secondary education, the problem of mutual correspondence of changes in the educational process and the management system of general educational institutions is gaining special importance. The emergence of secondary schools of various types, meaningful work on the introduction of personality-oriented learning, organization of specialized training, conditions of external independent evaluation, etc. require the construction of effective management systems using technologies adequate to the processes taking place in education.